

Hideo Araki

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A results-driven Social Media Manager with over ten years of experience building successful social media accounts for a wide range of businesses and corporations. A proven track record of managing digital marketing teams to increase user engagement and raise brand awareness. Adept at defining public relations and crisis communication strategies.

Education

Bachelor of Science (B.S.) Marketing

University of San Diego,
San Diego, CA
September 2009 – June 2013

Key Skills

- Social Media Strategy
- Digital Marketing
- Community Management
- Brand Messaging
- Editorial Calendars

Certifications

- Professional Certified Marketer (PCM)® in Digital Marketing, AMA, 2016
- Google Data Analytics Professional Certificate, Google, 2015
- Social Media Marketing Certificate, HootSuite, 2013

Professional Experience

Social Media Manager

Gen Corp Technologies, San Diego, CA | November 2016 – Present

- Initiate and manage creative social media campaigns to increase awareness of in-person and digital events, resulting in a 150% growth in attendance between 2018 and 2022
- Collaborate with marketing, sales, and advertising teams to ensure consistent brand messaging and drive penetration across various market verticals
- Increased user engagement by 120% across all social media platforms and supported the launch of a new enterprise technology product, contributing to over \$1.2M in revenue

Social Media Specialist

CVS, San Diego, CA | June 2013 – November 2016

- Trained 50+ executives across various branches of the company in CVS Health's corporate social media guidelines and PR best practices
- Grew followership across LinkedIn and Facebook by 150% and developed style guidelines for the marketing department to ensure consistency of brand messaging across all social platforms
- Achieve 180% ROI for social media marketing initiatives and present data results to the marketing department and executive team